

Beauty Trend 2022

Report

UNICARE
BIOTECHNOLOGY CORP.



Introduction

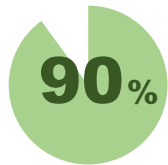
CLEAN BEAUTY

will be the core of the beauty industry in the next five years

According to data released by WGSN, one of the largest international trend analysis company, **the current global clean beauty market size is 5.44 billion U.S. dollars**, and it is expected that the compound annual growth rate will reach 12% from 2020 to 2027. **Further growth is forecast up from \$116 billion for the following years.**

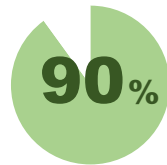
Although the concept of clean beauty is late starting in the Asia-Pacific region, but due to increasing awareness of ethics, health and hygiene, and environmental protection has given rise to consumer awareness. Especially after the covid-19 outbreak, consumers are more cautious about the products. Therefore, **the Asia-Pacific region has become the fastest growing awareness of clean beauty in recent years**, even turns into main driver of Clean Beauty.

The expectations of consumer in the Asia-Pacific region, including whether products can bring happiness or is it environmentally friendly, etc. Therefore, CLEAN BEAUTY will be the core of the beauty industry in the next five years.



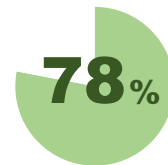
C-Beauty

Chinese consumers expect beauty products are sustainable consumption and production.



J-Beauty

Japanese consumers feel manage mental health is very important.



K-Beauty

Korean consumers are willing to use eco-friendly products.



Beauty Trend

CLEAN BEAUTY

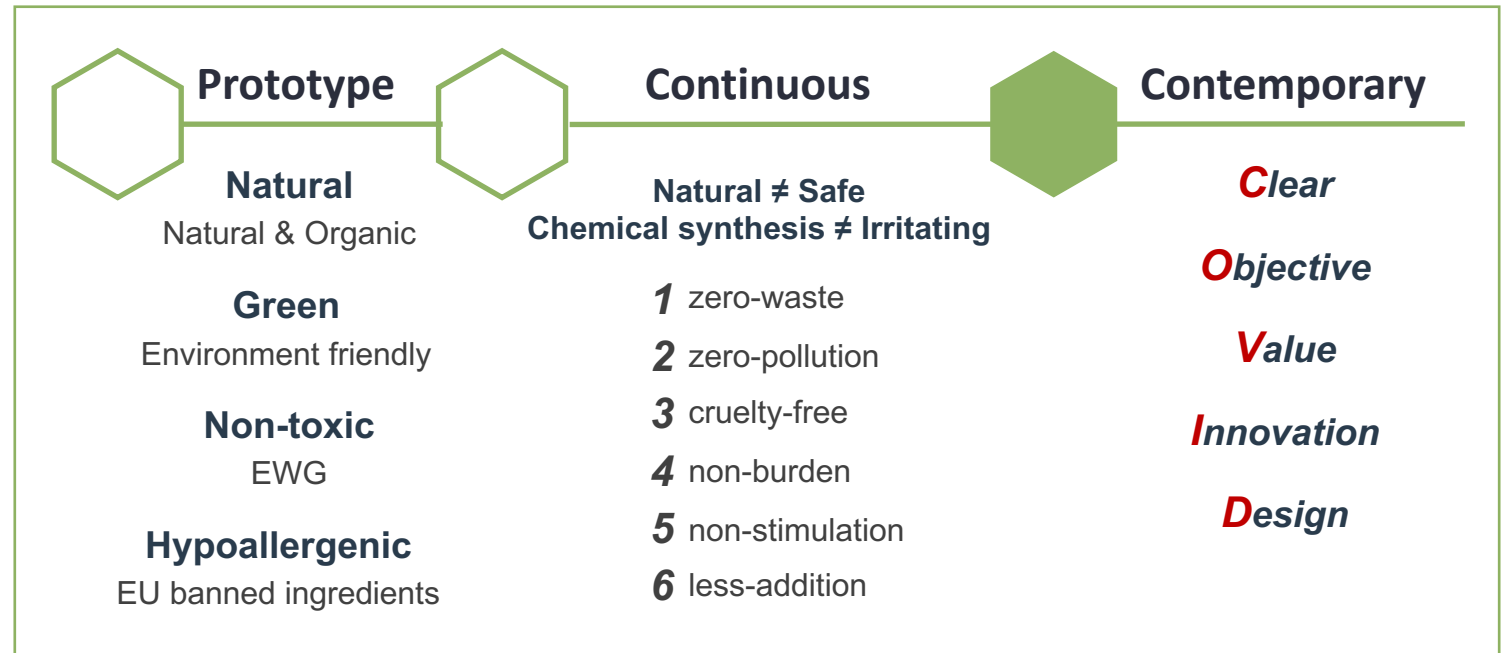
will shift focus from natural to five orientations - "COVID"

The prototype of clean beauty is mainly natural, organic and green. Until February 2019, the British Soil Association Certification releases how conscious consumerism has pushed the UK organic beauty and wellbeing market to an all-time high, with millennials and Gen Z the way. The concept of "clean beauty" began to flourish. With pandemic in 2020, clean beauty gradually focuses on six concepts: zero-waste, zero-pollution, cruelty-free, non-burden, non-stimulation, less-addition.

Until now, the world is still affected by COVID-19. We are going to have to learn to live with pandemic. Consumers tend to be more cautious about choosing beauty products. UNICARE re-integrates clean beauty trend concepts, condensing into five orientations:

Clear, Objective, Value, Innovation, Design.

Let you know how we can create brand value with you under this trend.





CONTENT

Clear

Minimalist skincare
Transparent skincare

Object

Precision skincare
Focused skincare

Value

Healthy beauty
Product diversity

Innovation

Material technology
Formulation technology

Design

Lower carbon & lower waste
Upgraded recycling

C*lear*

Less is more

"**Clear**" includes both **Minimalist skincare** and **Transparent skincare**. Remove unnecessary ingredients, leaving active ingredients which are truly effective for your skin.



Minimalist skincare

The Simpler, the better

Transparent skincare

Ingredient transparency



Minimalist skincare

Minimalist maintenance does not just mean fewer ingredients, but **all ingredient is necessary in skincare products**. BASF showcases “Minimalist10” which was minimalistic and effective solutions for the personal care industry in October 2021. It has been developed with not more than ten INCI and each of them is designed to maximize its efficacy. It's a skin-care routine that is simple and easy to follow, reach efficiency and safety at the same time.

Source: BASF Global



KeyPoint

The Simpler, the better

- ✓ BASF: with 10 ingredients or less
- ✓ simple and easy skin-care routine

Transparent skincare

September 2021, Henkel, L'Oréal, LVMH, Natura &Co, and Unilever have announced a new global collaboration to co-develop an industry-wide environmental impact assessment and scoring system for cosmetics products. The aim has **provided consumers with clear, transparent and comparable environmental impact information.**

In the last few years, many certifications have accelerated the implementation of transparent skincare:

- Product Information File (PIF)
- ISO 16128 – calculate natural or organic origin indexes that apply to the ingredient categories
- Environmental Working Group (EWG)

Source: L'Oréal Finance, Cosmetics and Toiletries, Global Cosmetic Industry magazine, Special Chem, EWG , ISO 16128, PIF



KeyPoint

Ingredient transparency

- ✓ advocated by leading companies
- ✓ certification (PIF, ISO 16128, EWG)

Clear

**Under this trend,
Your brand can exchange like..**

High Concentration Serum

- ✓ with 10 ingredients or less
- ✓ high-performance active ingredients
- ✓ simple skin-care routine

Moisturizing



Whitening



Elasticity



Soothing



Repairing



Rejuvenation



Objective

Accurate skin-care routine selections

"Objective" includes both **Precision skincare** and **Focused skincare**. Provide consumer a maintenance skin-care routine and products for skin problems.



Precision skincare

Facial skin problems

Focused skincare

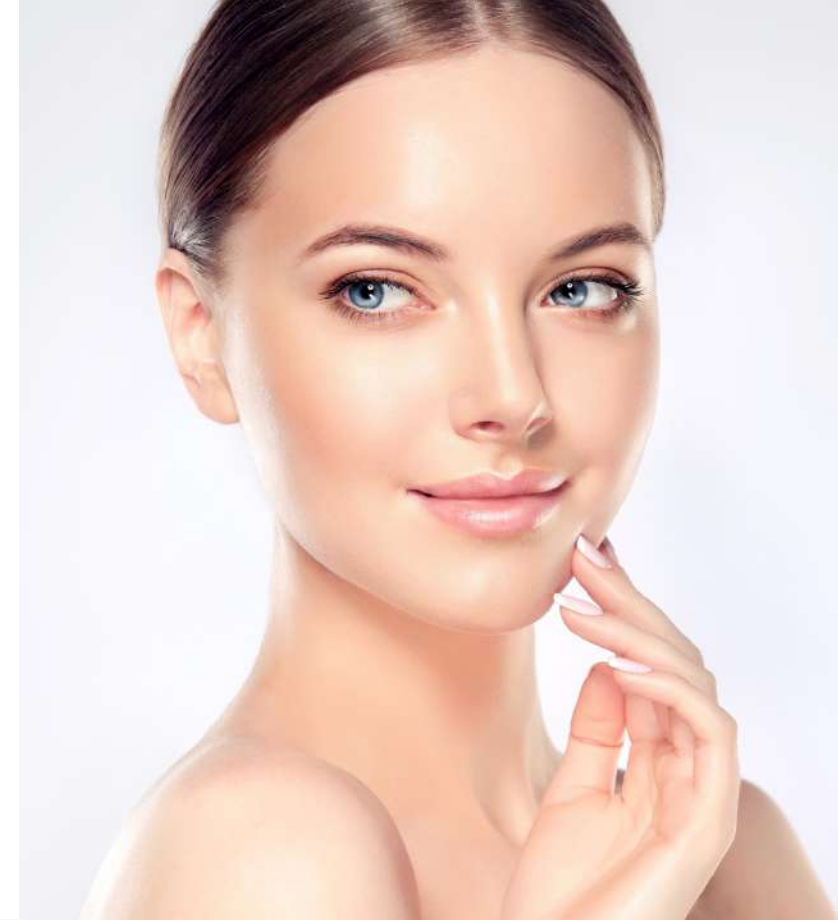
Target skin problems



Precision skincare

In 2018, FIT Transparency Perception Assessment Survey found that 72% expecting explanations of product benefits. Nowadays, **consumers want high-quality products**. They want to understand much more about what's in their products, how and why ingredients work. Therefore, this trend **drives the re-population or re-upgrade of classic ingredients**. For example, KIEHL'S and CLINIQUE have successive launched extension vitamin A products. The core ingredient of VICHY, hyaluronic acid, has also advanced from moisturizing to anti-aging.

Source: FIT Transparency Perception Assessment Survey, KIEHL'S, CLINIQUE, VICHY



KeyPoint

Facial skin problems

- ✓ high-quality product
- ✓ re-population or re-upgrade of classic ingredients



Focused Skincare

With the increasing awareness of health and hygiene, consumers pay more attention to maintenance of detailed parts, including cleaning Hair, scalp kit and private cleaning. BASF, the world's largest ingredients manufacturer launched key maintenance formulas such as soothing, cleaning, etc. Therefore, skin-care routine also extends the design for target skin problems from 2020 to the present.

Source: BASF Global



KeyPoint

Target skin problems

- ✓ Strength: Eyes & Lips
- ✓ Health care: cleaning Hair & scalp kit, private cleaning
- ✓ related products of 3C or air pollution



Objective

**Under this trend,
Your brand can match like..**

Star Bottle + EGF tablet

provide higher concentration of active ingredients



Morning C Night A Essence

use C Essence in morning and A Essence at night



Eye massage Brightening Cream

focus on eye care



Value

Improve the quality of life

"Value" includes both **Healthy beauty** and **Product diversity**. The main respected is to satisfy the mind and skin at the same time. Even product types are custom for customization catering to specific groups.



Healthy beauty

Additional experience of product

Product diversity

New style of skincare



Healthy beauty

Under the health trend, consumer tend to shift toward health and wellness, then **focus on additional experience and maintenance situation of the product**. That is, healthy beauty. Fragrance Director in Asia Pacific work for DSM said the that we can restore inner peace with a pleasing daily skincare routine. In addition to bringing a sense of ritual to life, 5-sense experience of a product can also strengthen the sensory nature of the product, especially the visual.

Source: Cosmetics Design, Cosmetics and Toiletries, BASF Global, WGSN Beauty, CB Insights



KeyPoint

Additional experience of product

- ✓ Ritual sense: sense of skin care maintenance

Product diversity

Product diversity is a framework for breaking down the needs of maintaining ethnic groups, including gender-friendly and race-friendly. Gender-friendly means that consumers can freely buy skin care products which don't have obvious gender distinctions. For example, SHISEIDO launched a male version of the red bottle in 2021. Race-friendly skin care products such as CHANEL and LANCÔME, provide a variety of foundation choices for various skin tones, so that everyone can choose goods which suit their needs.

Source: Cosmetics Design, Cosmetics and Toiletries, BASF Global, WGSN Beauty, CB Insights, SHISEIDO, CHANEL, LANCÔME



KeyPoint

New style of skincare

- ✓ Gender Friendly: No gender skincare
- ✓ Racial Friendly: For all skin tones



Value

**Under this trend,
Your brand can build like..**

Five-color Mud Film

360° Protection Flawless
maintenance



Multi-color micro-crystal essence

million active crystal-ball



14 Multi-Purpose Foundations

2 textures (matte, light)



Innovation

Innovative and efficient solutions

"Innovation" includes both **Material technology** and **Formulation technology**. In response to the current depletion speed of the earth's resources, the beauty industry focuses more on how to reduce waste of resources in the manufacturing process. Therefore, the development of high-efficiency ingredients in the laboratory has also become a mainstream trend.



Material technology

Reduce energy consumption
in supply chain

Formulation technology

Technology improvement



Material technology

The beauty industry has entered the high-tech era. Whether it is **cultivating sustainable ingredients in the laboratory for reducing energy consumption in the process**, or using **biological fermentation technology to maintain biodiversity**. These way can precisely produce ingredients with more effectively & efficiently.

As follows:

- Micro-ecological skin care-Probiotics + Prebiotics + Postbiotics
- Green biotechnology-fully display plant efficacy, save natural resources
- Genetic-engineering technology-use innovative technology to upgrade ingredients, such as EGF

Source: Cosmetics and Toiletries, BASF Global, WGSN Beauty, Mintel, Google Trends, CB Insights



KeyPoint

Reduce energy consumption in supply chain

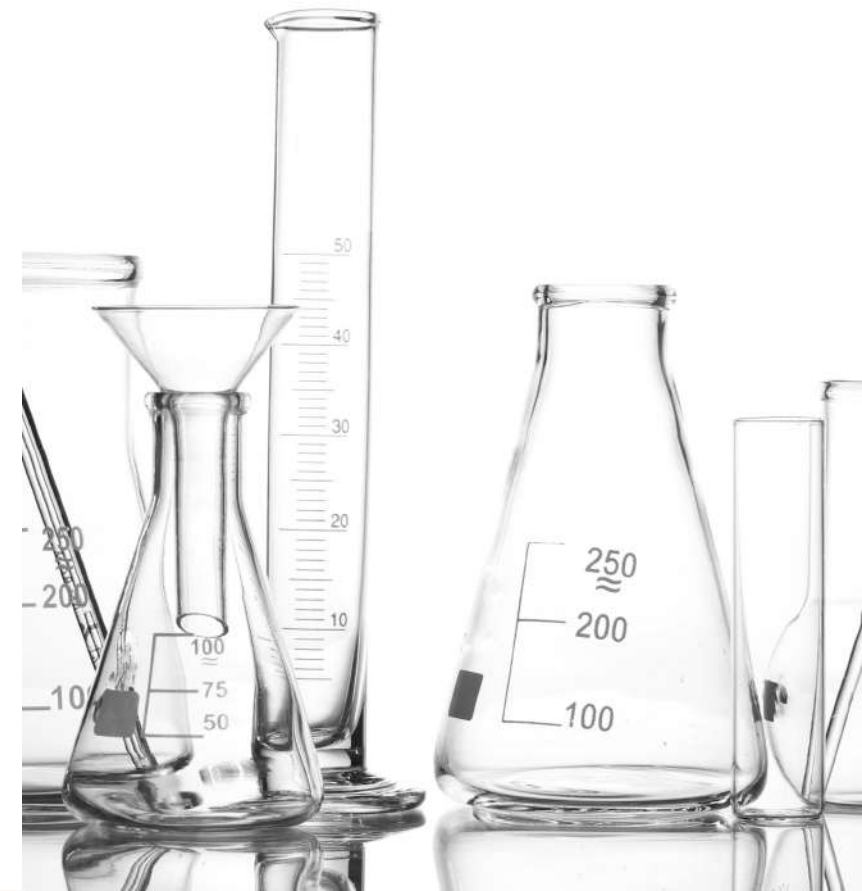
- ✓ Micro-ecological skin care
- ✓ Green biotechnology
- ✓ Genetic-engineering technology



Formulation technology

In terms of formulation technology, the first is to improve product performance, such as **innovative coating technology**, which is increasing the absorption efficiency of active ingredients. The second are **sustainable formulations**. For example, BASF advocates use sustainable Palm Oil (RSPO), which is environment friendly.

Source: RSPO



KeyPoint

Technology improvement

- ✓ innovative coating technology
- ✓ sustainable formulations

Innovation

Under this trend,
Your brand can be upgraded like..

Micro-ecological

UNICARE X PDC* 
UNICARE109

Exclusive technical cooperation Probiotics 2.0



Pharmaceutical grade inspection
safety and quality

92%whitening, **29%**anti-aging

*Medical and Pharmaceutical Industry
Technology and Development Center

Genetic-engineering

UNICARE X ATRI* 
NEOTECEGF

Exclusive technical cooperation 3.0



More than **500%** effect
1000 times safety

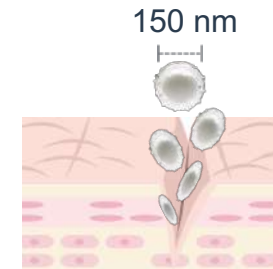
*Agricultural Technology Research Institute

Coating technology

M621965

UNICARE X ITRI* 
Lipid Encapsulation Technology

Exclusive technology



4 trillion grains/1 drop (about 0.05ml)
Transdermal penetration increased by **420%**

*Industrial Technology Research Institute

Design

Low-Carbon Living Philosophy

"Design" includes both **Lower carbon & lower waste** and **upgraded recycling**. In response to the concept of sustainable environmental protection, products with a clean concept are designed.



**Lower carbon &
Lower waste**

Carbon and Water Footprints

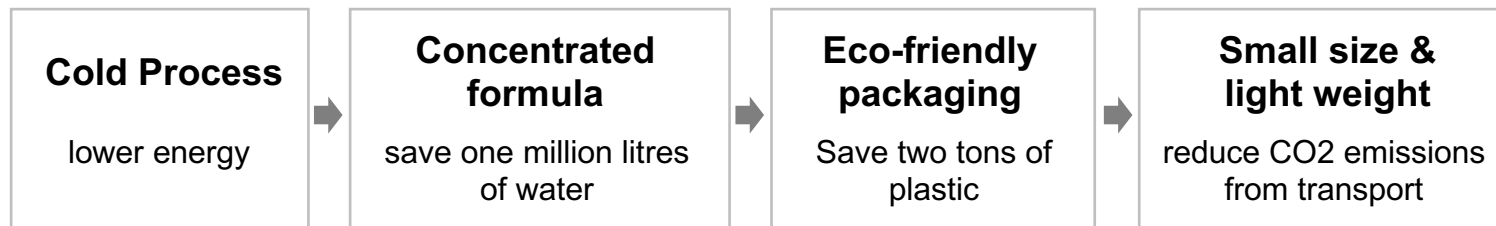
Upgraded recycling

Recyclability



Lower carbon & lower waste

For Managing the carbon footprint and water of the product, both L'OCCITANE and AVEDA have developed shampoo soaps which don't require plastic bottles. With the design concept of **Waterless Beauty**, from the manufacturing process of the terminal sale, it revolves around the concept of low-carbon cleanliness.



Source: L'OCCITANE, AVEDA, CORDA, BASF Global, CB Insights



KeyPoint

Carbon and Water Footprints

- ✓ Waterless Beauty
- ✓ Low-carbon product life course

Upgraded recycling

Lancôme, GUERLAIN launched refill bottles in 2021. Allow consumers to increase their sense of participation in environmental maintenance during the assembly process. In terms of packaging, they will also focus on choosing **recyclable materials**, or using a **single material for the entire product**. To maintain the vision of a sustainable environment at the same time.

Source: Lancôme, GUERLAIN



KeyPoint

Recyclability

- ✓ Refill bottles: Improving Participation in Environmental
- ✓ Plastic reduction: material reduction, recycling



Design

**Under this trend,
Your brand can design like..**

**Waterless
Crystal Extract Essence**

million active crystal-ball



Fermented plant extract oil

52% herbal fermented oil
effective repair and anti-aging





2022

UNICARE are on the road heading to five Beauty goals,

Clear 、 Objective 、 Innovation 、 Value 、 Design.

We are looking forward to working with you to create a new CLEAN BEAUTY generation!



THANKS!

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